

## Message Text

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PAGE 01 STATE 192484  
ORIGIN HA-05

INFO OCT-01 ARA-10 ISO-00 PM-05 DODE-00 CIAE-00 INR-10  
NSAE-00 PA-01 ICA-11 /043 R

DRAFTED BY HA:EOJONES  
APPROVED BY HA:MLSCHNEIDER  
ARA/ECA - J. BUMPUS (SUBSTANCE)  
-----027063 010220Z /64  
R 311940Z JUL 78  
FM SECSTATE WASHDC  
TO AMEMBASSY BUENOS AIRES

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E.O. 11652: N/A

TAGS: SHUM, AR

SUBJECT: NEW YORK TIMES ADVERTISEMENT IN DEFENSE OF  
MILITARY GOVERNMENT

1. FOUR FULL CONSECUTIVE PAGES OF ADVERTISEMENT APPEARED  
IN THE SUNDAY JULY 30 NEW YORK TIMES DEFENDING THE RECORD  
OF AND URGING THE NECESSITY FOR THE ARGENTINE MILITARY  
GOVERNMENT. THE ADVERTISEMENT IS SIGNED "ON BEHALF OF  
SEVERAL ARGENTINE PRIVATE CITIZENS, EDITORIAL ATLANTIDA,  
720 FIFTH AVENUE, NEW YORK, NEW YORK, 10019." ONE OF THE  
LEADING PARAGRAPHS READS AS FOLLOWS: "THIS IS NOT A GOVERN-  
MENT ADVERTISEMENT; PRIVATE ARGENTINE CITIZENS HAVE PAID  
FOR IT. ONE COULD CALL IT THE TESTIMONY OF THE SURVIVORS  
OF TERROR AND VIOLENCE WHICH IS NOW THREATENING THE POLI-  
TICAL AND SOCIAL INTEGRITY OF SEVERAL COUNTRIES IN EUROPE".  
THE ADVERTISEMENT PURPORTS TO TRACE THE HISTORY OF TER-  
RORISM AND VIOLENCE IN ARGENTINA, WITH TEXT AND TWELVE  
PHOTOGRAPHS SHOWING VARIOUS "TERRORISTS" AND SCENES OF  
STRIKES AND DEVASTATION. DEPARTMENT POUCHING A COPY FOR  
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EMBASSY PERUSUAL.

2. ACTION REQUESTED: EMBASSY COMMENTS REQUESTED ON POS-  
SIBLE SOURCES OF FINANCING FOR THIS EXPENSIVE ADVERTISEMENT,  
INCLUDING POSSIBILITY THAT ARGENTINE GOVERNMENT MAY BE AN  
ULTIMATE SOURCE. DO YOU HAVE KNOWLEDGE OF "EDITORIAL  
ATLANTIDA?" VANCE

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** ADVERTISING, PUBLICITY CAMPAIGNS, MILITARY GOVERNMENT  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 31 jul 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 20 Mar 2014  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978STATE192484  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** EOJONES  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780313-1091  
**Format:** TEL  
**From:** STATE  
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**Legacy Key:** link1978/newtext/t1978072/aaaaabwq.tel  
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**Litigation Codes:**  
**Litigation History:**  
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**Message ID:** 0ef8e66c-c288-dd11-92da-001cc4696bcc  
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**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
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**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
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**Review Content Flags:**  
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**Review Event:**  
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**SAS ID:** 1885549  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** NEW YORK TIMES ADVERTISEMENT IN DEFENSE OF MILITARY GOVERNMENT  
**TAGS:** SHUM, PROP, SOPN, AR, NEW YORK TIMES  
**To:** BUENOS AIRES  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
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